

# Comparisons of Job Characteristics

**Focus Occupation:** General and Operations Managers (11-1021)

**Associated Occupation:** Advertising and Promotions Managers (11-2011)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 52

**Focus Occupation:** General and Operations Managers (11-1021)  
**Associated Occupation:** Advertising and Promotions Managers (11-2011)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Communications and Media	5.3	18.1	5.9	<<	Extensive education and/or training may be required
English Language	11.2	17.6	10.2	<<	Extensive education and/or training may be required
Administration and Management	8.4	14.9	17.3	>	Current knowledge level is likely sufficient
Sales and Marketing	5.2	14.9	10.5	<<	Extensive education and/or training may be required
Customer and Personal Service	11.3	14.0	16.4	>	Current knowledge level is likely sufficient
Fine Arts	2.2	9.0	1.1	<<	Extensive education and/or training may be required
Design	5.2	8.8	9.0	0	Current knowledge level may be sufficient
Telecommunications	3.9	8.4	4.9	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 93

**Focus Occupation:** General and Operations Managers (11-1021)  
**Associated Occupation:** Advertising and Promotions Managers (11-2011)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Time Management	8.9	13.2	10.8	<	A higher skill level may be required
Judgment and Decision Making	9.4	13.0	10.8	<	A higher skill level may be required
Social Perceptiveness	9.1	13.0	11.5	<	A higher skill level may be required

Coordination	9.1	12.7	12.3	0	Current skill level may be sufficient
Negotiation	6.8	11.0	10.8	0	Current skill level may be sufficient
Management of Personnel Resources	6.9	10.6	10.7	0	Current skill level may be sufficient
Management of Financial Resources	3.3	9.4	8.1	<	A higher skill level may be required
Management of Material Resources	3.7	6.4	9.2	>>	Skill level is likely more than sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 93			
Focus Occupation: General and Operations Managers (11-1021) Associated Occupation: Advertising and Promotions Managers (11-2011)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	16.5	13.6	<	Some improvement in abilities may be required
Deductive Reasoning	10.6	14.1	11.8	<	Some improvement in abilities may be required
Problem Sensitivity	11.1	13.8	13.2	0	Current ability level may be sufficient
Speech Recognition	9.9	13.2	11.0	<	Some improvement in abilities may be required
Written Expression	9.8	13.2	13.2	0	Current ability level may be sufficient
Fluency of Ideas	7.6	13.0	9.8	<<	Extensive improvement in abilities may be required
Near Vision	11.1	12.8	9.7	<<	Extensive improvement in abilities may be required
Originality	7.6	12.2	9.6	<	Some improvement in abilities may be required
Category Flexibility	9.0	11.0	8.6	<	Some improvement in abilities may be required
Mathematical Reasoning	6.3	9.7	7.7	<	Some improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 85	
Focus Occupation: General and Operations Managers (11-1021) Associated Occupation: Advertising and Promotions Managers (11-2011)			
Work Activities		Exclusivity of Activity	
Analyze financial data		57	
Analyze sales activities or trends		74	

Assign work to staff or employees	30
Conduct or attend staff meetings	47
Develop budgets	56
Develop policies, procedures, methods, or standards	21
Develop pricing strategy	89
Direct and coordinate activities of workers or staff	3
Oversee execution of organizational or program policies	49
Provide customer service	14
Supervise advertising or public relations staff	92

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 87

**Focus Occupation: General and Operations Managers (11-1021)**  
**Associated Occupation: Advertising and Promotions Managers (11-2011)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Data management and query software	1
Duplicating machines	6
Finance accounting and enterprise resource planning ERP software	2
Industry specific software	1
Information exchange software	1
Network applications software	1
Personal communication devices	2

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.